

Where's the next great idea??



Growing Great Ideas: Unleashing Creativity at Work Training Program

"If at first the idea is not absurd, then there is no hope for it."
—Albert Einstein

What would you think of a machine that only worked at 5-10% efficiency? Wouldn't you want to make improvements? Now imagine the human mind. It is estimated we only use about 5% of our brain's amazing capacity! We sometimes forget the vast wealth within the human mind, especially the untapped potential we have in our employees. In this economy, we need their ideas and input more than ever. The survival of our organization may depend on it!

So how do we tap into the other 95% of potential? Most employees want to develop and use all their skills, but they aren't sure how to get there. It's up to you to show your employees the way, give them the tools to bring enthusiasm and most importantly, IDEAS back to work.

Program Description: Growing Great Ideas: Unleashing Creativity at Work is a customizable training addressing your organization's challenges, projects, and opportunities by combining interchangeable creative, idea focused exercises with business-related problem solving skills.

Learn:

- ✓ **Where's the next great idea?**
- ✓ **Ideas=\$\$\$**
- ✓ **Flexing creative muscle**
- ✓ **How to tap the creative flow**
- ✓ **Failure and mistakes are part of the creative process**
- ✓ **If we don't ask for ideas, they won't tell!**
- ✓ **How to build an idea library**
- ✓ **And much more...**

Recommended # of participants: 10 to 30

Format: 4 hour session with lecture, discussion, and hands-on exercises. This can be lengthened into a full day with additional exercises. All sessions include breaks. The trainer is available to meet with organization prior to session to pick specific issues to address during the training.

Materials: The companion workbook, *Growing Great Ideas: Unleashing Creativity at Work* is recommended for participants, at an additional cost of \$17.50 each. Trainer-provided handouts and other items depending on creative exercises chosen will be used.

Note: A large variety of creativity exercises are available and can vary depending on organizational focus or challenges.

Sample Program Outline (may vary depending on organizational focus)

Introduction

- ✓ Agenda
- ✓ Background
- ✓ A tale of two workplaces
- ✓ Icebreaker exercise

Creativity at Work- Part 1

Where's the next great idea?

- ✓ It's all about potential
- ✓ What is creativity at work?
- ✓ What are ideas?
- ✓ Examples of creative idea seekers
- ✓ Why are ideas so crucial??
- ✓ Ideas =\$\$\$
- ✓ Barriers to creativity

Creative Exercise #1- in teams *

- ✓ Complete exercise
- ✓ Share results with group

Break

Creativity at Work- Part 2

Flexing creative muscle

- ✓ Failure and mistakes are part of the creative process
- ✓ Embracing failures: what does it mean?
- ✓ If we don't ask for ideas, they won't tell us
- ✓ Examples to promote the creative process

Creative Exercise #2- in teams *

- Complete exercise
- Share results with group

Break

Creativity at Work-Part 3

How to keep creativity rolling

- ✓ What can managers do to encourage creative process?
- ✓ Guidelines to keep process going
- ✓ Action Planning: Where will you go from here?
- ✓ Training close
- ✓ Workshop evaluations

**** A range of creative exercises can be chosen in advance to address unique organizational issues.***

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Fee Schedule for 2009	
<i>1 hour workshop (introductory version)</i> <i>Unlimited #of participants Makes a great keynote!</i>	<i>\$575.00</i>
<i>4 hour workshop (full version)</i>	<i>\$850.00 *</i>
<i>8 hours (Two identical 4 hour workshop sessions on same day or extended workshop including lunch break)</i>	<i>\$1,625.00 *</i>
<i>Custom workshop-make it your own!</i>	<i>Negotiable</i>
<i>Growing Great Ideas Book</i> To view a preview of the book, http://www.lulu.com/browse/book_view.php?fCID=3342025	<i>\$17.50 each</i>
<i>*Up to 30 participants per workshop session.</i>	

Workshop Descriptions

Introductory Version:

Try it out! Includes an overview of creativity at work, its uses, and a short creative exercise to help participants get the ideas flowing. Great for conferences, association meetings, and the like.

Full Version:

Includes an overview of creativity at work, its uses, examples of creative innovators, barriers, implications of failure, and customizable creativity exercises addressing your organization's unique challenges, projects, and opportunities. It's filled with practical and creative exercises to bring enthusiasm and most importantly, IDEAS back to the workplace.

To schedule a free consultation and more information, visit www.growinggreatideas.com/creativity , call Karen S. Sieczka, 850.532.0779 or email founder@growinggreatideas.com

Please note: travel expenses are **additional** outside a 100 mile radius of 32466. Rate will be negotiated separately from the workshop costs.

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